

American Vegetable Grower

OCTOBER • 1960

25 CENTS

VARIETIES • CULTURE • PACKING • MARKETING



**Grower's Battle with the
Big City Press**

**Sowing Spring Tomatoes
in the Greenhouse**

**The Vegetable Areas of
America—UTAH**

How to Get Better Yields on Sandy Soil

"We can't lose tractor time because
FIRESTONE LOANS US NEW TIRES FREE
when ours are in for retreads or repairs!"



says George Hafner, Hafner Bros., North Syracuse, New York. "My brother Jake and I bank on that free tractor tire loaning service Firestone's got. Dick Chappell, our Firestone representative in Syracuse, lends us brand-new tractor tires whenever ours are in for retreads or repairs—and we don't have to pay a cent to use them! That's why we have no such thing as lost tractor tire time—and that's why I'm sold on Firestone!"

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ALWAYS A YEAR TO PAY

Firestone

BETTER RUBBER FROM START TO FINISH

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Quality Seeds for Critical Growers

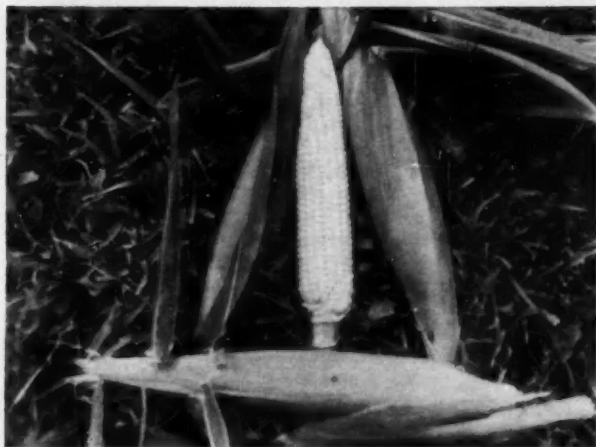
Try these New
Holmes
Introductions

Holmes Eclipse

Here is an outstanding corn which combines productiveness and quality. Plants 7½-8 feet tall with high ear placement, very few suckers. Ears 8-9 inches long, 14 rows. Very uniform, with excellent husk cover, long flag leaves and very good tip cover. Eclipse is an excellent shipper type that packs 5 dozen per crate. 82 days



ECLIPSE



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Holmes Honey Gold

We introduced this last year for the first and the response has been terrific. We believe it is the finest corn in its class. Superior to Carmelcross. It combines heavy yields with the desired small kernels and excellent quality. Ears are 7½-8 inches long, 14 to 16 rows. Stalks are stiff, resists lodging and has few suckers. 74 days



CC CROSS F1 HYBRID

CC Cross F1 Hybrid

This is one of the earliest, most uniform heading cabbage. Maturing even ahead of Golden Acre, heads attractive dark green of finest quality, very uniform, solid, round, weigh about 3 pounds. Plants compact and short stemmed. You will like its uniformity and earliness.

ATTENTION FLOWER PLANT GROWERS. See Holmes Catalog with full color insert for the newest introductions for 1961.

Send for our free Market Growers and Florist Catalog. Available about December 1.

Holmes

SEED CO.

1017 9th Street SW, Canton, Ohio



replenish copper-depleted soil



**promotes healthy fruit
and vegetable profits**

The natural and economical way to promote fruit and vegetable profits is to give your crops the protection and nourishment of copper sulfate.

More than 70 years of dependable performance by Triangle Brand Copper Sulfate have eliminated the disease risks you take with fruit and vegetable profits. In spray and dust form, it controls the diseases which attack the foliage and fruit of citrus and nut trees, as well as blight and diseases in vegetable crops (leaf spot, anthracnose, etc.). It acts naturally to replace the copper in the soil.

Triangle Brand Copper Sulfate does other farm jobs, too. It controls farm pond scum and algae. On fence posts, it provides lasting protection against termites and rot.

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**Phelps Dodge
Refining Corp.**

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NEW YORK 22, NEW YORK

American Vegetable Grower

Reg. U.S. Pat. Off.
Commercial Vegetable Grower
Market Growers Journal

VOL. 8

No. 10

OCTOBER, 1960



Cover photo by Grant Heilman shows potato harvester on Noah Kreider Farm in Manheim, Pa. About 85 acres of potatoes are grown in this family-operated enterprise—mostly Cobblers.

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AMERICAN VEGETABLE GROWER

Cash In On The Success Of These Great Market Tomatoes, Introduced By **HARRIS SEEDS**



Morton Hybrid

Harris' MORETON HYBRID

Acclaimed the leading early market tomato, widely adapted in East, South and Midwest. Ripens with Valiant and out-yields standard varieties all season. Large, well-shaped fruit, firm and meaty with good color and excellent eating quality. Indeterminate vines, adapted for staking or ground culture.

1/16 Oz. \$2.00; 1/8 Oz. \$3.75; 1/4 Oz. \$7.00; 1/2 Oz. \$12.75; 1 Oz. \$24.00.



Cardinal Hybrid

Harris' CARDINAL HYBRID

Comparatively new and winning great approval, this vigorous midseason F1 hybrid is another highly successful Harris introduction. Maturing slightly later than Moreton, it has large firm fruit of excellent type with good crack resistance. Outstanding for high yields of No. 1 fruit over full season. Uniform coloring, fine quality.

1/16 Oz. \$2.20; 1/8 Oz. \$4.00; 1/4 Oz. \$7.50; 1/2 Oz. \$13.50; 1 Oz. \$25.00.

When you're choosing your tomato varieties for next season, pick the *proven winners*. On market after market, these famous Harris introductions have been the most successful in their season. Buyers recognize their merit, and leading growers depend on them for the kind of fruit that gets the best prices.



Fireball

Harris' FIREBALL

A Harris development, now the foremost extra-early variety in Northern sections. Heavy picks of smooth, round, solid fruit ripen remarkably quickly on dwarf, compact vines. Ideal for the higher-priced early market, Fireball is also widely grown as an early canning tomato. Grow the true originator's strain, *Harris' Fireball*.

1/2 Oz. 75¢; 1 Oz. \$1.40; 1/4 lb. \$4.50; 1 lb. \$15.00; 5 lb. or more @ \$13.00 per lb.

Write for prices on larger quantities than shown here.

FREE

Send for your copy of our Market Growers' and Florists' Catalog, which gives full details on these and many other Harris specialties. It will be ready about Dec. 1, but in the meantime we will be glad to quote on your requirements.

JOSEPH HARRIS CO., INC. • 75 Moreton Farm, Rochester 11, New York



Hardier, more succulent
growth...increased yield...
at lower cost with

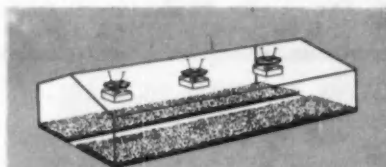
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COMPLETELY AUTOMATIC
GREENHOUSE
CONDITIONING SYSTEM

1. Suspends from peak
2. Clog resistive mist nozzles
3. Automatic drain valve
4. High velocity fan
5. Heat element (optional) for steam, hot water or electric
6. Diffusing dome and heat element hood of Fiberglas

The new, dramatically different TROPIC-AIR system makes it easy to completely condition your greenhouse. The square pattern of air circulation maintains even temperatures from ridge bar to ground. Pre-set controls supply the correct amount of air circulation, water and pre-controlled heat in any needed combination.

Six sizes—all completely automatic. Heat element optional (heat controls not furnished). For further information, prices and distributors in your area, write the factory. Credit plan available.



3 properly spaced Model 3220D-2 units will completely condition a 30' x 100' house.

NORKY-HINKLE
Manufacturing Company

Division of Hinkle Contracting Corporation
PARIS, KENTUCKY

MARKETS...

TRENDS AND FORECASTS

Special Report

AMERICAN VEGETABLE GROWER, OCTOBER, 1960

MECHANIZED TOMATO HARVESTING BY 1962. Latest report from California indicates that they expect mechanized picking of a large share of their processed tomato crop within two years. Recent labor troubles are pushing development of a tomato picking machine at a rapid rate. One harvester and 13 workers will replace 60 men using the old hand-pick system.

CUBAN SITUATION MAY HURT THE NATION'S VEGETABLE MARKET. Until recently, Cuba has been getting two-thirds of our tomato exports, 42% of onion exports, 23% of dry beans, and 21% of our potato exports. In addition, we had been selling Cuba much of our export volume of pork, rice, and corn.

VEGETABLE RETAIL PRICES ARE REALLY QUITE REASONABLE. AMS experts have figured that in 1935 one hour of factory labor would buy about 4 pounds of green beans, 14 of cabbage, 10 of carrots, or 11 pounds of onions. By contrast, in 1959 the same labor could buy 14 pounds of green beans, 21 of cabbage, 14 of carrots, or 17 of onions. More consumers should appreciate this.

POTATO PRICES MAY HOLD UP BETTER THAN EXPECTED. Western prices will likely be better than for eastern areas. Why? Processors are planning to take much more of the Russet crop this year. Also, the western crop has been reduced by premature frost and below-normal growing conditions. Eastern areas have big yields.

LABOR COSTS FOR MARKETING OF FARM-PRODUCED FOODS CONTINUE TO CLIMB. Labor bill for 1959 climbed to \$20.5 billion, \$700 million more than in 1958. Main reason has been increased labor rates plus more people engaged in processing and handling of food items between farm and consumer.

EFFICIENT MARKETING MOST NEEDED IMPROVEMENT FOR VEGETABLE GROWERS. Most growers are up-to-date in production practices but tied to "horse and buggy" marketing methods. You can't stay in business just growing more produce and trying to market it as you did 10 or 20 years ago. Group marketing, market orders, and other co-operative measures are likely to receive more attention from growers soon.

INTER-REGIONAL COMPETITION IN VEGETABLE MARKETING ON THE INCREASE. As transportation, handling, and merchandising methods improve, the near-to-market but high cost, relatively inefficient grower will get "squeezed". Sales will tend to go to the areas where production costs are lowest and volume and quality the highest.

WHO GETS THE PROFITS IN THE FOOD BUSINESS? According to a Purdue University study, the food retailing business presently earns over twice as much per invested dollar compared to the farmer. The main reason given for low farm earnings is present surplus farm production and its downward pressure on farm prices.

LETTERS TO THE EDITOR

Well, Mr. Mitchell?

Dear Editor:

Your editorial "Speak Up, Mr. Mitchell!" in the August issue is one that should shock every honest man in and out of agriculture and should point up the need for agricultural interests to join with industry in seeking protective legislation against such bold-faced "piracy" and complete disregard for civil rights.

I would like to circulate copies of this editorial to several thousand of our farmer-customers here in Texas. It will at least prepare them for what seems to be their inevitable fate.

Elsa, Texas

E. B. Dubuisson
Port Chemical Co.

Dear Editor:

Please send me five copies of your excellent editorial "Speak Up, Mr. Mitchell!"

I want to send them to the two presidential candidates, our congressman Robert Griffin (co-author of the Landrum-Griffin Bill), and our senators.

Northport, Mich.

David G. Scott

Dear Editor:

Your editorial in the August issue is very informative, and we are taking the liberty of reproducing it, with credit, in our house organ which goes to over 3000 farmers in the Lower Rio Grande Valley.

Mercedes, Texas

C. B. Ray
Valley Farm Bureau

Answering Your QUESTIONS

Don't let your questions go unanswered. Whether large or small, send them with a four-cent stamp for early reply to Questions Editor, AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

DOES MINIMUM WAGE APPLY?

During the summer I employ several people to sell produce at my roadside market. Can I pay them whatever rate I choose, or do they come under the minimum wage law?—New York.

According to New York State minimum wage laws, retail sales made by farmers and others at roadside stands, including sales of farm produce, are considered retail business and therefore come under the New York minimum wage laws. This means that persons selling at farm stands must be paid a minimum rate of \$1.00 per hour. New York laws also stipulate that a minimum wage of at least \$4.00 per day be paid each worker, regardless of how few hours he works.

At the present time, work on the farm itself is exempt from state and federal minimum wage and overtime regulations.

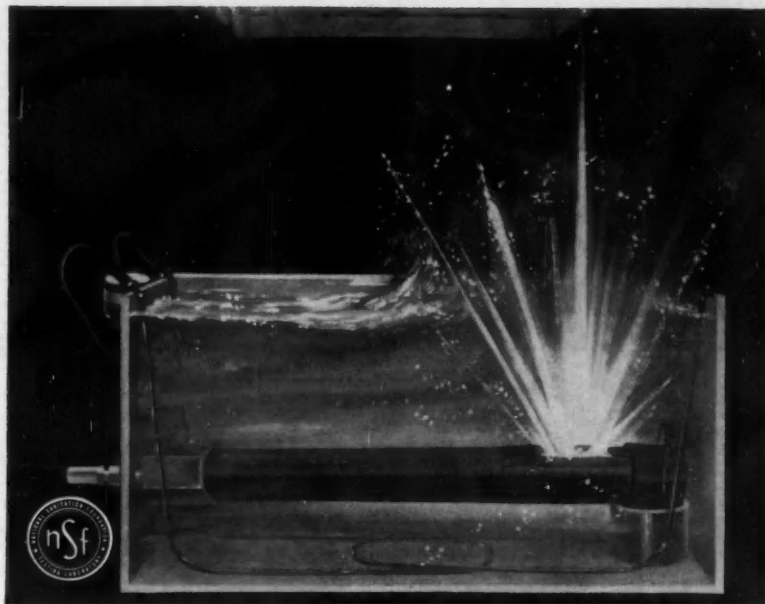
NOT WASHABLE

What can I use to clean 2,4-D out of my sprayer?—California.

Equipment once used to spray 2,4-D should not be used to apply any other pesticide to a sensitive crop. Save it for only those crops which won't be damaged by slight contamination.

There have been cases where operators took heroic precautions to clean such equipment only to find enough 2,4-D was left somewhere in the sprayer system to cause injury on crops sprayed later.

OCTOBER, 1960



We rupture our plastic pipe so yours won't

This explosion marks the end of the short but useful life of a piece of USS National Polyethylene Pipe. We deliberately burst it during a test with pressure that would greatly exceed the strain of normal service.

The section of Polyethylene Pipe was submerged in heated water; then more water was forced into the pipe until it burst. The pressure was much greater than specifications. Tests like this prove to us that the National Polyethylene Pipe we make is more than strong enough for use on your farm.

USS National Polyethylene Pipe unrolls like a hose, resists acids, alkalis and rot, performs efficiently in a temperature range of -90°F. to $+120^{\circ}\text{F.}$, and won't crack or break in sub-zero weather.

USS National Polyethylene Pipe comes in lengths up to 400', in diameters from $\frac{1}{2}$ " to 6". Insert fittings are also available. Write National Tube Division, United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

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National Tube
Division of
United States Steel

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors
United States Steel Export Company, New York

don't risk costly
BACTERIAL



SPOT!

choose

KEYSTONE

tomato seed

and pepper seed

grown only where

this disease

can't survive

Bacterial Spot is a vicious plant disease attacking tomato and pepper. It causes untold losses to vegetable growers each year.

It's a moist-climate disease, however, thriving and spreading in areas of high rainfall and humidity. It can't survive in arid regions.

That's why Keystone tomato and pepper seed is produced in Corneli's supervised growing fields in the dry climate of California. The seed stays healthy, wholesome and free from infection by moisture-loving plant disease.

The Keystone Production Network of 12 major growing stations and 5 processing plants is your most complete and reliable source of quality vegetable seeds of all kinds.



CORNELI SEED COMPANY
BREEDERS AND GROWERS • ST. LOUIS 2, MO.



SEEDS
SINCE
1845

A yield of 1200 bushels per acre in season of 1950-59 was obtained in this field of Manalucie tomatoes in Florida sandy soil by maintaining optimum nutrient concentration and balance.



How to Get BETTER YIELDS ON SANDY SOILS

**Florida growers are increasing quality and yield by
adopting the hydroponic approach to feeding their crops**

By C. M. GERALDSON

Gulf Coast Experiment Station, Bradenton, Fla.

HYDROPONIC tomatoes grown in Florida generally sell wholesale for about 35 cents per pound. Approximately 10 pounds per plant is considered a good yield, and up to 20 pounds might be approaching the present optimum. These can be compared with tomatoes grown on the sandy soils of Florida where the average price is 15 cents per pound and a good yield average 2 to 3 pounds per plant (approximately 200 to 300 bushels per acre). Growing of vegetables on Florida sandy soils has often been described as a hydroponic culture.

Thus the question arises: If vegetables grown on Florida sandy soils are virtually hydroponic cultures, why the great differential in both yield and quality of the respective produce from the field and the hydroponic garden?

It is evident that inadequate drainage or irrigation can frequently

be a cause of poor crops in the field and that certain soil-borne diseases and nematodes can be responsible for low yields and poor quality. However, it is believed that for the most part this wide differential between the garden hydroponic and field hydroponic is basically a nutritional problem.

Native soil fertility is not a major consideration when choosing a soil for production of vegetables in the Sunshine state; adequate water control and frost protection are considered of primary importance. Plant roots are generally confined to the sandy soil which lies above a hardpan located 18 to 24 inches below the surface. The base exchange capacity of these sandy soils is derived mainly from the small amount of organic matter present, which tends to oxidize rather rapidly when cropped. Some of these soils contain lime rock or shell in the profile.

Most of the nutrient requirements of a vegetable crop must be supplied from added fertilizer. Besides nitro-

gen, potash, and phosphorus, nutrients such as calcium, magnesium, sulfur, iron, boron, manganese, zinc, copper, and molybdenum are often found to be limiting factors in obtaining good yields.

Hydroponic gardens have been in commercial operation in Florida since World War II. Describing the operation briefly, the nutrient solution containing all essential elements is pumped from a tank to concrete beds containing coarse gravel which supports the plant roots. The solution returns by gravity to the tank and is re-circulated periodically. Vines are supported on trellises and fruit harvested over a three- or four-month period.

The normal procedure of a Florida vegetable grower for supplying nutrients to soils is the application of liming material a few months before planting and using approximately a ton and a half of 4-8-8 (30% organic) fertilizer in four or five applications during the growing

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THE VEGETABLE AREAS OF AMERICA

By ALVIN R. HAMSON and PAT C. PENDSE

Utah State University, Logan

This is the twenty-second in a series on the important areas of the United States. Previous issues covered New Jersey, Florida, Eastern Virginia, Arizona, Mississippi, Louisiana, Long Island, Maine, South Carolina, Maryland, Wisconsin, California's Imperial-Coachella, Central, and Coastal valleys, the South Coast, San Francisco Bay, and Tulelake Basin of California, Indiana, Georgia, Minnesota, Alaska, Oklahoma and Hawaii.

ONE hundred thirteen years ago a tall, strong, and resolute figure pointed across the valley in the foreground and said: "This is the place. This is where we will build the new Zion." These words were uttered by the great Mormon prophet and president, Brigham Young, on July 24, 1847.

It was on this day at 2 p.m. that the official history of vegetable growing in Utah began, because it was then that the first area in Utah was planted to potatoes. This event was recorded in the diary of President Brigham Young.

In the past 11 decades the total area under vegetable production in Utah has grown to nearly 20,000 acres. The 1955 total production of vegetables in Utah was 275,944,000 pounds and the consumption was 165,059,000 pounds. By 1975 there will be an estimated consumption of 288 million to 360 million pounds which is an increase of 74.5 to 118.1%. These figures indicate that there is considerable opportunity for expansion of area under vegetables.

Vegetable crops have always been a relatively important part of Utah's cash crop agriculture. Good soil and climatological conditions favor high yields and quality. Market acceptance of Utah-grown fresh market, canned, and frozen vegetables has been high because of this quality and the comparative reliability of supply to meet demand. Excellent transportation has facilitated shipment of vegetables to distant markets.

Principal vegetable crops grown in Utah are tomatoes, potatoes, snap beans, dry onions, bunching onions, peppers, cucumbers, sweet corn, lettuce, squash, peas, celery, eggplant, carrots, beets, parsley, cauliflower, and cabbage. The important processing crops are tomatoes, snap beans,



Brigham Young (right) made this entry in his diary on July 24, 1847. (First typed version.)

"I started early this morning and after crossing migration
canyon back eighteen times emerged from the canyon. Encountered
with the main body at 2 p.m. About noon, the five acre patch
was plowed when the brethren commenced planting their
seed potatoes. At five, a light shower accompanied by thunder
and stiff breeze." X



On Harry Okubo farm in Salt Lake County, Mexican workers harvest Moscow tomatoes for processing. Okubo provides his migrant workers with the substantial housing shown at right.



sweet corn, cucumbers, carrots, peas, and cabbage.

Most of the cultivated lands of the state are at an elevation of between 4200 and 5000 feet. Only the Dixie area in the southwestern corner of the state is lower in elevation, averaging 4000 feet.

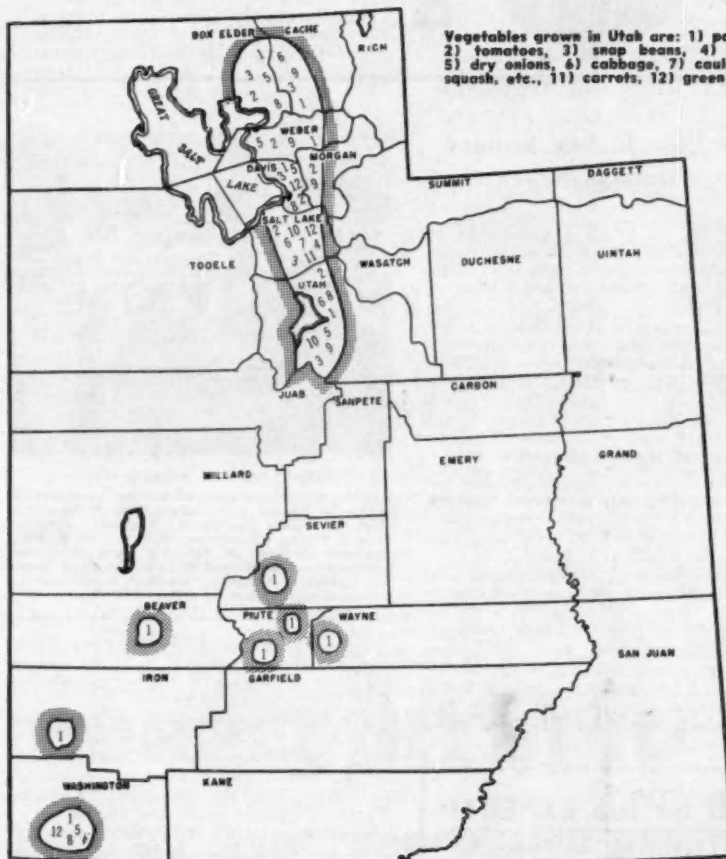
The most important agricultural areas for crop production have a growing season of from 120 to 150 days. The weather is dry with relatively little fog and wind and not many cloudy days. The days are bright and warm, and the nights rela-

tively cool. Only 7% of the land area receives more than 20 inches of precipitation a year. About 41% receives from 10 to 20 inches, 46% from 5 to 10 inches, and 6% less than 5 inches annually.

Although the seasonal distribution of precipitation within the state varies, in the major crop-producing area, which is in the north-central part of the state, the maximum precipitation comes in the spring and the minimum in the summer months. The vegetable plantings are concentrated in this area which includes Utah, Box

AMERICAN VEGETABLE GROWER

UTAH



Vegetables grown in Utah are: 1) potatoes, 2) tomatoes, 3) snap beans, 4) celery, 5) dry onions, 6) cabbage, 7) cauliflower, squash, etc., 11) carrots, 12) green onions.

Elder, Davis, Weber, Salt Lake, and Cache counties.

Irrigation water is usually plentiful in this area. The water is impounded in mountain reservoirs or diverted from streams to the fields in canals. Vegetable farms range in size from 25 to 40 acres which are farmed intensively. Farmers of Japanese and Italian origin are chiefly engaged in this intensive vegetable culture.

Typical of the intensive culture practiced in the Beehive state is the operation of Harry Okubo. Okubo, who manages the 122-acre family farm in Salt Lake County, divides his acreage between nine major crops.

Okubo plants radishes 30 times, three times on the same plot. Fourteen crops of green onions—White Lisbon and Silverskin varieties—are harvested during the season. Lettuce is also cultivated intensively with four crops each season. Okubo grows four types of lettuce—Romaine, red, butterhead, and head. Both cabbage (Danish Ball Head and red) and

cauliflower (Snowball) are planted twice each season.

Other crops grown on the Okubo

farm are tomatoes (Moscow and T 3), mainly for processing, dry onions (yellow sweet and Spanish), and peppers (green and hot).

With such intensive culture, there must be an equally intensive fertilization program. Okubo applies 7 tons of chicken manure per acre each year in fall or spring. As the crops grow, chemical fertilizers such as ammonium sulfate, ammonium nitrate, and superphosphate are applied.

Mexican labor is used during the season. Okubo has learned to speak Spanish and finds his knowledge of the language helpful in managing the laborers. He says it takes two months to train a new Mexican laborer to do all the farm operations.

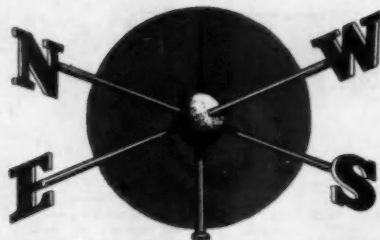
Okubo is a firm believer in intensive cultivation. He thinks the more major items you add to your program the better your farm operation. By major items, he refers to that crop which grosses \$1000 per acre, with the exception of tomatoes for processing and cabbage. This enterprising grower markets his produce through wholesale outlets. Marketing is never much of a problem, he adds.

Marketing of crops begins in May and continues until October. Green onions, lettuce, spinach, and radish are overwintered. Utah growers rely as much as possible on youth labor. All available youth and adult labor is

(Continued on page 14)



Courtesy: Union Pacific Railroad
Cabbage is grown for both fresh market, sauerkraut. This field is in Utah County.



- Competition Spurs Michigan Growers to Unite in New Venture
- Ohio Sweet Corn Growers Learn Magic of Hydrocooling

Developing a New Industry

MICHIGAN—What would happen if former competitors began to work together as a group? Twelve growers from the Stockbridge area have found it means extra profits.

Early this spring, these growers of muck crops met to discuss how they might diversify their muck farm operations. Up to then, they had grown mostly onions, mint, and potatoes. Head lettuce for the summer market seemed an ideal addition to these crops.

The twelve former competitors formed the Stockbridge Vegetable Producers Corporation. Duane Baldwin was elected president and Lacerne Dixon named produce manager.

First, the group financed and constructed a packing shed and a 50x100-foot refrigerated storage. Then they rented a vacuum cooler for the summer.

Using a strict schedule, they planted 600 acres of Great Lakes 659 head lettuce. The lettuce was watched carefully and sprayed with an airplane as needed to control the leaf hoppers.

An experienced harvesting crew was imported from the West to harvest the lettuce. After harvest, lettuce is packed immediately in boxes and sent to the packing shed where it is vacuum cooled and loaded into refrigerated trucks for shipment to market.

The corporation's careful planning paid off. Yields have been excellent with an expected 500 carloads of lettuce this season. Most of the lettuce has graded U. S. No. 1 and has had good market acceptance. It has been sold to chain stores for midwest and southern markets.

Members of the Stockbridge Vegetable Producers Corporation are well satisfied with the way the lettuce deal has worked. And this proves that old adage that co-operation pays.

Sweetpotato Growers Elect Carlan

GEORGIA—A. B. Carlan, DeSoto, has been elected president of the newly formed Georgia Sweetpotato Marketing Association. He is president of Sumter County Sweetpotato Association, a member of the state organization.

J. R. Kelly, Bulloch County, was elected secretary-treasurer. Other officers and directors are W. J. C. Brown, Ben Hill County; C. L. Connell, Grady County; and R. W. Watson, Wilcox County. Headquarters of the new association will be in Americus.

Wanted: Replacement for Cuban Market

CALIFORNIA—Growers of garbanzo beans in the Palos Verdes area of southern California are looking for a new market for their annual \$350,000 crop following the refusal to comply with an edict from the Castro government in Cuba.

For 15 years Cuba has been the sole

purchaser of the entire 3 million pound annual crop. During all these years the price has been \$12 per 100-pound sack. The Castro government ordered that the price be reduced to \$7.50, which growers say will not cover the cost of production.

Cuba bought less than half of last year's crop from the 1500 acres regularly planted. The bean, actually a pea, is fried in deep fat and is regarded as a confection delicacy.

The Magic of Hydrocooling

OHIO—To Arthur L. Smith and his son, Lot, hydrocooling has a special meaning. This father-son sweet corn growing team installed a hydrocooler on their farm near Columbus in Franklin County.

The hydrocooler, manufactured by Clarksville Machine Works, Inc., Clarksville, Ark., drops the temperature of the corn to about 40°F. Here's how it works: Huge crates containing about 125 dozen ears of corn enter at one end of the 35-foot long piece of machinery. A stream of water (33°F.) pours across the corn at the rate of 4000 gallons per minute. The water is re-



HERE'S HOW IT WORKS, BOYS

Getting a close-up view of tomato harvester in action at Purdue University's O'Neill farm are (left to right) George N. Aydelott, Kokomo; Francis Stokes, Vincennes, Ind.; Dr. N. K. Ellis, assistant director of Purdue's agricultural experiment station; Russell Winings, Wabash. Some 175 growers, fieldmen, seedmen, and canners attended mechanical harvester field day.

circulated over ice to keep the temperature stable. Forty-five minutes to an hour later, the crate emerges with the corn chilled to 40°F. at the center of the cob.

The Smiths then grade the corn and pack it in heavy paper bags (five dozen to a bag) with 20 pounds of ice and haul it in refrigerated trucks to grocery storages in Columbus, Detroit, Cincinnati, Louisville, Pittsburgh, Indianapolis, and Chicago.

Acceptance of the hydrocooled corn has been excellent. The Smiths are getting premium prices of 10 to 20 cents more per dozen ears. Demand has been so great that it taxes the harvesting and packing capacities of the 38-employee force. The Smiths have 300 acres in sweet corn.

"We could sell twice as much as we are harvesting," says Lot Smith. "Retailers and customers have found that the hydrocooled corn keeps better longer and is more delicious than the iced corn we sold in previous years."

Marketing Order Amended

COLORADO—Potato growers in the state approved a federal and state marketing order to help promote the orderly marketing of their product, USDA reports. Under the amended order, the committees are authorized to establish additional minimum standards of quality and maturity.

Marketing research and development can be performed under both the federal and state order that operate co-operatively. Formerly, only the state order permitted these activities.

Last year more than 1,157,000 pounds of potatoes were produced on 56,000 acres in the state according to USDA's Agricultural Marketing Service.

Switch From Auction Sales

NEW JERSEY—Seven of the nine grower co-operative auction markets established in 1927 have switched to negotiated sales to move their members' crops. The

YOU be the EXPERT!



TEN acres of snap beans and yields of only 10% of normal! Worse yet, the harvested beans were crooked with many missing seeds.

A field of the same variety on similar soil with identical fertilizer, spray program, and irrigation had yielded well the week before. Later plantings appeared to have a good set of small, immature pods. Harry B. was positive he had done nothing different in this poor field. But what caused the poor set? What is your diagnosis?

Answer on page 13

markets at Swedesboro and Pedricktown are continuing to operate as auctions only.

Reason for the change in sales method is the trend toward fewer buyers, each seeking greater volume of more uniform quality packs at uniform prices. Negotiated sales assure more rapid movement of perishables.

Paul N. Taylor, marketing co-ordinator of state department of agriculture, reports growers, local buyers, and brokers, as well as wholesale and retail distributors, are finding the negotiated sales method to be more satisfactory.

LSU Names Miller Head

LOUISIANA—Dr. Julian C. Miller has been named head of the new combined department of horticulture and horticultural research at Louisiana State University. The two divisions were consolidated into one department July 1, following the retirement of Prof. Henry B. Singletary, head of department of horticulture. Dr. Miller was formerly head of department of horticultural research.

Helping Plants to Blossom

WISCONSIN—Hormone materials extracted from plants can be used to speed up normal plant blossoming time and also make plants bloom under some unfavorable light conditions which would normally prevent flowering, reports R. H. Roberts, professor of horticulture at University of Wisconsin.

In a speech before the annual meeting of American Institute of Biological Sciences in Stillwater, Okla., Prof. Roberts said three different anthogens have been discovered. One, extracted from plants at a rather early stage of bud development, stimulates blossom induction. Another,

taken from plants having more fully developed buds, stimulates bud formation, and a third from plants in flower stimulates blossom development.

In addition to blossoms, anthogens also stimulate the rapid and extensive volume of growth which accompanies the natural flowering period. Anthogens produce healthy looking plants with an attractive natural appearance.

CALENDAR OF COMING MEETINGS AND EXHIBITS

Oct. 6-8—Texas Citrus and Vegetable Growers and Shippers, Hilton Hotel, San Antonio.—Austin E. Anson, Exec. Vice-Pres., Gen. Mgr., TCVGS, 306 E. Jackson, Harlington.

Oct. 7-8—National Onion Association meeting, Ontario, Ore.—J. W. Rose, Exec.-Sec'y, NOA, P.O. Box 747, East Lansing, Mich.

Oct. 12-13—Conference on use of plastic in production of horticultural crops for extension, research, and industry personnel, University of Kentucky, Lexington.—George A. Marlowe, Jr., Vegetable Extension Specialist, University of Kentucky, Lexington.

Oct. 18-20—Western Growers Association annual meeting, Riviera Hotel, Las Vegas, Nev.

Nov. 3-4—Washington State Weed Conference, Walla Walla.—Washington Agricultural Extension Service, Pullman.

Nov. 9-10—Illinois State Vegetable Growers' annual meeting, Southern Illinois University, Carbondale.—J. W. Courter, Ext. Specialist, Dixon Springs Experiment Station, Robbs.

Nov. 9-10—Upper Peninsula Potato Show, Escanaba, Mich.—Michigan State University Information Services, East Lansing.

Nov. 14-16—National Potato Council annual meeting, Washington Hotel, Washington, D.C.—A. E. Mercker, Exec. Dir., NPC, 542 Munsey Bldg., Washington, D.C.

Nov. 18-24—National Farm-City Week.—National Farm-City Committee, Kiwanis International Bldg., 101 E. Erie St., Chicago 11, Ill.

Nov. 22—Roadside marketing conference, Ohio

State University, Columbus.—M. E. Cravens, Dept. of Agricultural Economics, Ohio State University, Columbus.

Nov. 25-26—Iowa State Vegetable Growers' Association annual meeting, Hotel Hanford, Mason City.—C. L. Fitch, Sec'y-Treas., P.O. Box 421, Sta. A, Ames.

Nov. 28-Dec. 1—Vegetable Growers Association of America 52nd annual convention, Milwaukee Auditorium-Arena (Hotel Schroeder, headquarters), Milwaukee, Wis.—Robert M. Frederick, Exec.-Sec'y, 535 Mills Bldg., 17th & Pennsylvania Ave., N.W., Washington 6, D.C.

Nov. 28-Dec. 1—Entomological Society of America annual meeting, Haddon Hall Hotel, Atlantic City, N.J.—E. N. Woodbury, Chairman of Exhibits Committee, ESA, Hercules Powder Co., Wilmington, Del.

Dec. 3—National Onion Association annual meeting, Hotel Sherman, Chicago, Ill.—J. W. Rose, Exec.-Sec'y, NOA, P.O. Box 747, East Lansing, Mich.

Dec. 4-8—National Junior Vegetable Growers Association annual convention, Antler Hotel, Colorado Springs, Colo.—Grant B. Snyder, National Chairman, NJVGA, University of Massachusetts, Amherst.

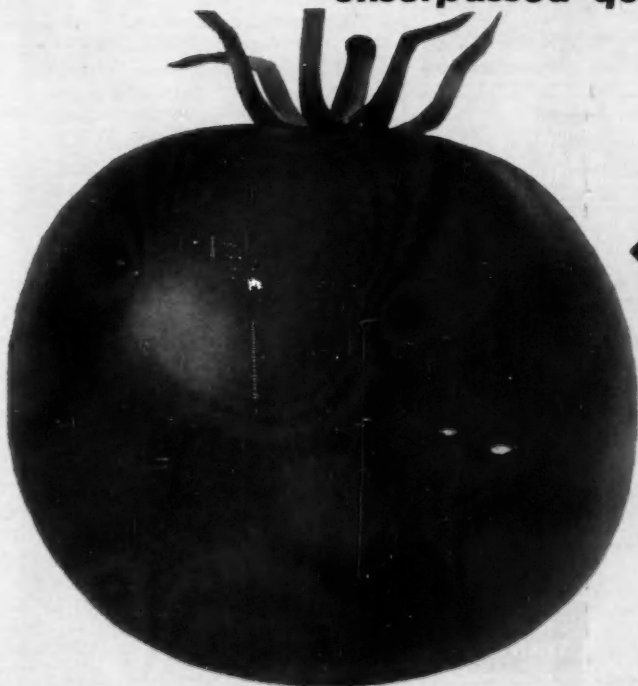
Answer to YOU be the EXPERT!

(See page 12)

High temperatures above 90° F. during blossoming will often cause blossom drop and incomplete pollination. Harry checked the weather records for 12 to 16 days before picking and learned that the temperature was in the high 90's with nighttime temperatures only slightly lower. There is no way he could have avoided the trouble; although some persons believe the cooling effects of irrigation at this time may have helped.

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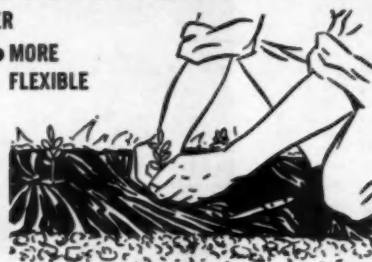
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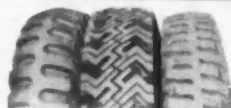
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UTAH

(Continued from page 11)

used. During rush seasons American Indian, Spanish American, and Mexican labor is imported. The imported labor is provided with living quarters by the employer.

The main export vegetables for fresh market are potatoes and dry onions. Processed Utah vegetables such as tomatoes, peas, sweet corn, snap beans, and beets reach most of the other states. Quality-wise, Utah vegetables are second to none in the country.

However, when faced with the competition from larger states which have longer growing seasons and which are geared to large operations, production of fresh vegetables in Utah for export is not economic. As a result large scale cultivation of carrots has been discontinued. The shifting of a sauerkraut plant out of Utah was responsible for reduction in cabbage acreage.

Utah faces problems similar to other states with growing cities. Residential and industrial sub-divisions are encroaching on good farm land, especially in Weber, Davis, Box Elder, and Utah counties, and the urban sprawling giant is gobbling up areas ideal for vegetable farming.

Following is a brief discussion by crops giving the acreage, production, and outlook for the crop in the Beehive state.

Tomatoes: This is Utah's top processing vegetable crop. It leads all others in value produced but ranks second to peas from the standpoint of acreage harvested. During the last decade, acreage harvested for tomatoes amounted to 29% of the acreage of all principal processing vegetables. For the same period value averaged \$1,634,000 or 46% of the total for all principal processing vegetables.

During the last 10 years yields have averaged 11.2 tons per acre. The 1958 crop was severely damaged by curly top virus, causing abandonment of 4500 acres of the 6500 acres planted.

Peas: Production of this crop historically has occupied more acres than any other vegetable crop in Utah. However, during the past 10 years its importance has declined sharply. Based upon value of production, peas are second only to tomatoes. Average value for the years 1918-1958 was \$881,000 compared with \$985,000 for tomatoes.

Snap Beans: Production of this crop ranks fourth among the major processing crops following tomatoes, peas, and sweet corn. Acreage involved is comparatively small, occupying over 1000 acres during only six of the 41 years of record. Yields show

(Continued on page 19)

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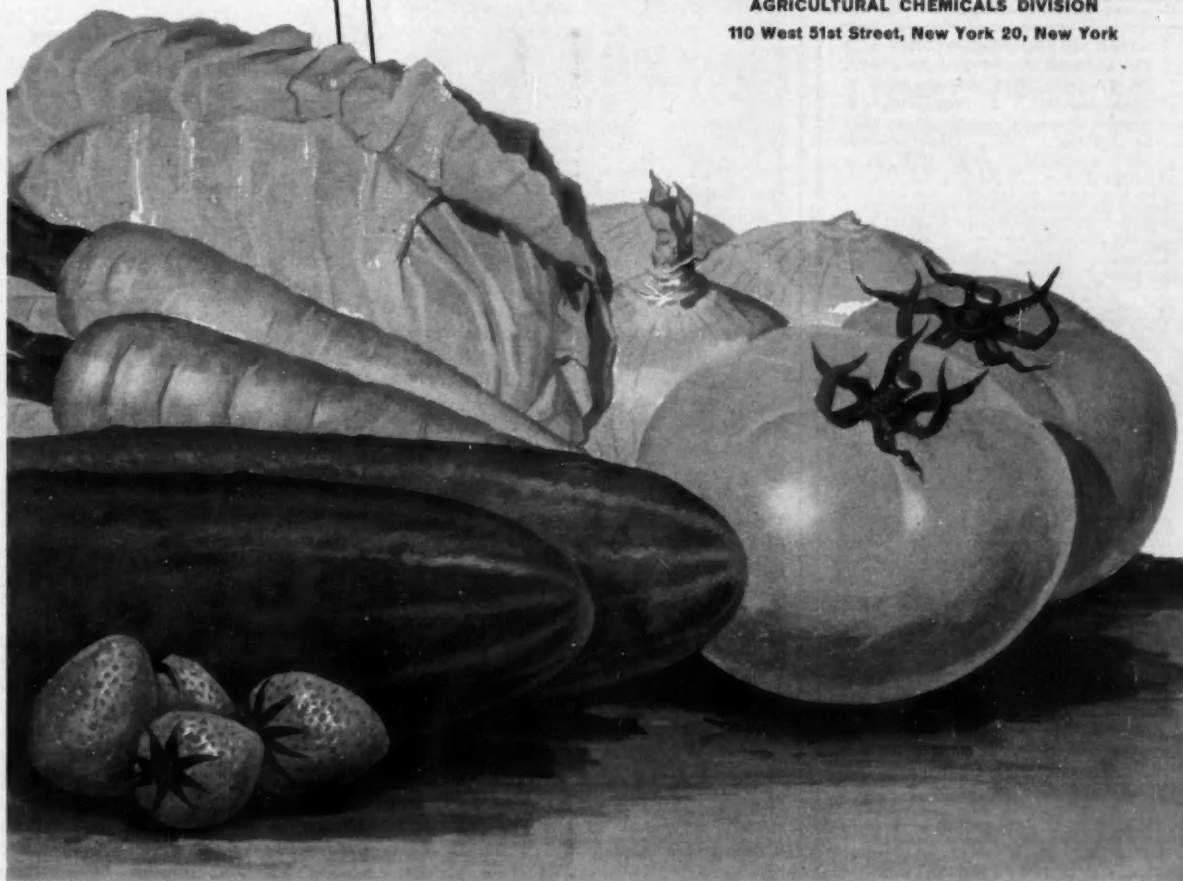
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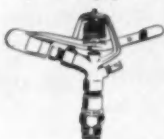
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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue) 60,132.

EDWARD L. MEISTER,
Business Manager

Sworn to and subscribed before me this 20th day of September 1960.

(Seal) E. P. JEANGUENAT, Notary Public.
(My commission expires Sept. 17, 1963)

As It Looks To Me

By JOHN CAREW

Michigan State University, East Lansing

Shoptalk from Horticultural Science Meetings

A VEGETABLE GROWER visiting the American Society for Horticultural Science meetings in Oklahoma might question the usefulness of many papers presented. Why be concerned about sulfur 35 uptake? Who cares about phenolic substances in wounded vegetables?



But there is often great value to useless information. When the monk Mendel recorded what happened when he crossed peas of different colors the results had no use. Now they are the basis for modern plant breeding.

Beal and others were not thinking of hybrids when they studied the genetics of corn. Their useless reports have meant dollars for present day corn growers.

Our greatest scientific developments have come because someone was thinking ahead, gaining new knowledge without immediate usefulness.

Basic vs. applied research. The discussions about basic vs. applied research continue; *basic* referring to work with no immediate practical value and *applied* meaning with use immediately in the field. There seems to be no general agreement on the distinction between the two. The most common definition appears to be that if you cannot understand the project it is basic; if you can, it is applied. With a good dictionary some very ordinary papers can be made basic.

Defining the two is like trying to define high vs. low; it depends on where you are.

Some people say there are only two kinds of research: good and poor. The basic ingredient of sound research, however, basic or applied, is *imagination*. It matters not whether the plant is Xanthium or tomato; the chemical is naphthylphthalamic acid or common salt; the equipment is a Geiger counter or a set of scales. What counts is imagination—creative thinking.

Research for the future or research for today? Many horticulturists feel they face a dilemma; to do "fire-fighting" research on the day-to-day problems of their indus-

try or to engage in the so-called basic research that pays dividends years later.

It seems apparent that we will move in the direction of basic research. There are two reasons. In the first place, the professional rewards are greater for scientists. Whether this is a sound reason is moot; it is a fact. Secondly, the seed, fertilizer, chemical, and equipment companies provide increasingly better service to their growers.

University scientists should not attempt the type of research that commercial firms can do better. We must do what they are unable to do. We must concentrate on imaginative investigations without the need for an immediate financial payoff to a specific fruit or vegetable industry.

This long-range basic research approach is being accepted by many growers and industry leaders. But it requires hard selling to many others. If it is to receive the support of state and federal legislatures, all those who benefit must actively work for it.

Thoughts for the Industry

William Hollis (Maryland) believes that the results from tests comparing band placements of fertilizer with broadcast may be related as much to equipment and its influence on under-the-seed soil compaction as to the fertilizer. In his tests, running the presswheel over the seed rather than over the covering soil has increased snap bean yields.

Slicing cucumber varieties resistant to powdery and downy mildew are more likely to show manganese deficiency symptoms than susceptible varieties. Robinson, Bryan, and Dallyn (New York) have shown that the difference is a matter of plant utilization rather than inability to obtain this element in the soil.

Tomatoes will flower most quickly if grown in a nine-hour day rather than one 12 to 18 hours long, according to Wittwer (Michigan).

Gibberellin sprays made celery stalks longer and often increased their weight. But certain harmful effects, including twisting of the stalks, a shorter harvest period, seed stalk formation, and more rapid breakdown in storage, may outweigh any benefits. According to Bukovac, Wittwer, and Cook (Michigan), gibberellin is not recommended for use on celery at present. THE END.

GREENHOUSE CROPS

Sowing Spring Tomatoes

SUCCESS with this important spring crop begins with healthy plants started from good seed. The best sources of seed should be used since this is the least expensive item in growing the crop. Ohio growers generally sow tomato variety Ohio W-R 7, a strain developed at Ohio Agricultural Experiment Station.

Experiments at the station showed that this variety produced greater yields of higher quality, with less cracking and roughness, than Ohio W-R 3. Moderate water treatments of 2 inches per week or 24 inches per spring crop were best. At temperature ranges of 58 to 62° F., Ohio W-R 7 outproduced W-R 3 for quality and yield in both spring and fall.

Growers with one long spring crop begin to sow seed early in October. Those using the two-crop rotation begin sowing in late October to mid-November. Early seedlings usually will germinate without need of bottom heat.

Individual greenhouse conditions will dictate the best method for starting seedlings. Cropping systems, soil, and light conditions are three deciding factors. Seed should germinate in four to seven days. Fall plants can be grown in about 10 weeks from seedlings started about mid-November. Seeding in early October may produce good plants in eight weeks under good light condition. A maximum period of 12 weeks for mid-December sowings may be required under less favorable light.

Most growers start their seedlings in sterilized flats. Some growers place a layer of sand over the soil and seed ¼ inch deep in the sand. Temperatures during germination should be kept between 60 and 65° F. at night. Moisture can be controlled with glass covers, and at times burlap may be used.

Each grower has a particular seed germination practice that he feels is best. They are good for his local conditions and method of growing. Clarke Martin, of Wallis E. Martin & Son Greenhouse, Cleveland (Brooklyn Heights), Ohio, germinates his seed on enclosed concrete block benches in a small plant house. Electric cables provide sufficient bottom heat for his sandy loam germinating medium. Seed is sown early in November in furrows ¼ inch deep and covered with vermiculite. Martin grows two tomato crops.

Al Gerhart, of Gerhart & Son Greenhouse, North Ridgeville, Ohio,

plants three seeds directly into sterilized clay pots which have a 4-inch-wide bottom and removes the two weakest seedlings. Two tomato crops are grown. Seed is sown November 10 to 14 to keep plants from becoming too hard before lining out in the beds in mid-January.

The pots are filled with sterilized sandy loam to within 1½ inches of the top. A special aluminum water breaker with an adjustable valve (manufactured by Lakeside Supply Company, 3450 West 140th St., Cleveland, Ohio) is used for watering. It takes half a second to water each pot.

Gerhart sterilizes the soil before each crop is sown. He feels direct seeding into pots also helps to reduce tobacco mosaic virus infection.

Oswald A. Kraushaar, of Cleveland (Brooklyn Heights), Ohio, grows a single long spring crop. Kraushaar seeds directly into sterilized, leached, sandy loam ground



During four- to seven-day germination period, night temperatures should be kept at 60 to 65° F.

beds in a small plant house. By seeding October 1 he is ready to plant out by the first week of December. Tomato stakes are used to press a flat furrow into the soil ¼ inch deep.

After sowing, finely pulverized soil is placed in the furrow. The beds are covered with burlap and watered. Transplanting into 4-inch-wide-bottom pots begins when seedlings are 1½ inches high.

Each grower has a different method of starting seedlings to suit his conditions. Kraushaar feels a grower can learn some good points by visiting a greenhouse. Likewise, a good grower can learn what not to do. — Fred K. Buscher, Cuyahoga County (Ohio) Agent.

Construction details for Cornell University plastic panel greenhouse, names of suppliers of materials, films, and adhesives for plastics, and reprints of current articles on plastic greenhouses are available from AMERICAN VEGETABLE GROWER, Willoughby, Ohio, for 50 cents a set.

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only two moving parts. A feet-on-the-ground wheel leaves a completely undisturbed block of soil with each plant, while a knife wheel cuts away excess plant growth. One man is able to work 30 acres per day with the six-row thinner. This, as you can easily see, is a way to cut costs and that is a thought that appeals to all of us. Why not write Ernest Blackwelder, of the Blackwelder Manufacturing Company, Rio Vista, Calif.? The Blackwelder thinner will be available to row crop growers for the 1961 season, and it would be a good idea to get all the information you can about it now.

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dling at the very beginning of a plant's growth pays off handsomely in dividends when you harvest your crop. The Willis-Reynolds Corp., Lebanon 10, Ind., makers of Jack Pot peat pots, has a special booklet for AMERICAN VEGETABLE GROWER readers that will tell you how to use peat pots to the best advantage for better plants, lower costs, and bigger profits. It would be a good idea to investigate this method of planting by writing to W. E. Eddy, of Willis-Reynolds, and asking for their new booklet called *The Modern Way*.

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AMERICAN VEGETABLE GROWER

UTAH

(Continued from page 15)

an upward tendency from a low of 2 tons per acre in 1922, 1923, and 1929 to the peak of 6.8 tons per acre in 1956. The Blue Lake variety accounts for high yields of excellent quality.

Carrots: Acreage of this crop has generally been low but returns per acre have been high. Harvested acreage has varied from a low of 140 acres in 1958, when the crop was severely damaged by hail and flood, to a high of 800 acres in 1945. Yields have ranged from 110 cwt. per acre in 1958 to 225 cwt. in 1947 and value from \$1.80 per cwt. in 1939 to \$6.30 per cwt. in 1947.

Cabbage: Historically, cabbage acreage harvested for kraut has varied from less than 50 to slightly over 200 acres. Yields have ranged from 6 to over 23 tons per acre, and have averaged in the vicinity of 13.5 tons per acre. Top yields of 352 cwt. of market cabbage per acre were reported in 1951. Yields generally held in the vicinity of 300 cwt.

Celery: This is a crop for which Utah has held nationwide quality honors for years. From 1939 to 1952 acreage held fairly stable at 400 to 500 acres with 600 acres in 1943, 900 acres in 1946, and 800 acres in 1947. Since 1952 acreage has declined sharply to a low of 140 acres, harvested in 1958. Several factors have been responsible for the reduction: Competition from production in other states and diversion of land to other crops and uses to make up for declining crop revenues.

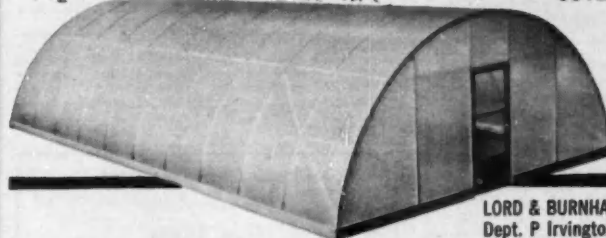
Dry Onions: This crop, although once relatively important, has been declining in recent years. Average acreage harvested for the period 1939 through 1951 was 1300 acres. This has declined to an average of 607 acres for the years 1952-1958. Prices received by growers have been widely variable ranging from 50 cents per cwt. to \$5.80 per cwt. The trend in prices, although generally upward, has not met with grower approval and land has been diverted to the production of other crops or sold for other uses. Yellow Sweet Spanish and White Sweet Spanish are the main varieties grown. Certified seed of Yellow Sweet Spanish is grown in the state.

Potatoes: Utah grew 0.7 % of the U.S. fall crop in the period 1953-57 with a production of 1,593,000 cwt. Utah's total 1959 crop production was estimated at 1,641,000 cwt. The varieties grown are White Rose, Russett Burbank, Red Pontiac, Red La-Soda and Kennebec. **THE END.**

The authors wish to thank Joe Parrish, Salt Lake County agent, and Glen E. Casey, agricultural statistician, for important information used in preparing this article.

OCTOBER, 1960

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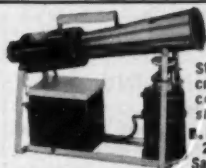
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AMERICAN VEGETABLE GROWER

BETTER YIELDS

(Continued from page 9)

season. Other major nutrients and certain minor elements may be included in the fertilizer and some nutrients (especially minor) applied with the pesticidal sprays.

Some growers apply a nitrogen-potash top-dressing after leaching rains or during the latter part of the season. Tomato vines are often supported by stakes and fruit harvested over a four- to six-week period.

In a hydroponic garden certain nutrients are added periodically, or as indicated by chemical test, to the original nutrient solution. The old solution is periodically replaced by an entirely new mix. Regardless of the procedure a fairly successful attempt is made to maintain a relatively constant nutrient concentration and balance.

Nutrient concentrations and balances of soil solutions are subject to large fluctuations because of the prevalence of leaching rains and the cultural practices described above. Rainfall of 2 or more inches on an adequately drained Florida sandy soil will leach most of the soluble plant food beyond the root zone. The total nutrient concentration is drastically reduced and balances altered.

Thus the problem resolves into the developing of a method which would most successfully maintain an optimum nutrient concentration and balance. A method has been developed to measure nutrient concentrations and balances in the soil solution. The conductivity (indicator of soluble salts) of the saturation extract of the soil is used as an indicator of the nutrient concentration.

Specific nutrients contained in this extract are determined and recorded as a proportionate part of the total salts, thus serving as an indicator of nutrient balance. With tomatoes best yields and quality are most often associated with a nutrient concentration of 2000 to 3000 ppm (parts per million) total soluble salts (calculated at a field capacity moisture level).

As an example of a balance factor it has been determined that when the calcium is maintained at a 15% or less level (calcium/total soluble salts) a calcium deficiency is very likely to occur and often results in the development of blossom-end rot.

Leaching rains and plant utilization tend to reduce the nutrient concentration and may change balances. Decay of soil organic matter (also added organics) and additions of fertilizers increase concentrations and may drastically change balances. Additions of specific soluble nutri-

ents in fertilizers tend to reduce proportionately in the soil solution nutrients not being added, thus altering balances.

As a counteraction a nutrient such as calcium tends to establish an equilibrium with the added fertilizers and approaches a balance in the soil solution similar to that occurring before the fertilizer addition. However, the point to be emphasized is that drastic fluctuations in nutrient concentration and balance do occur under the existing circumstances.

Cultural practices designed to minimize such fluctuations are recommended. Nutrients should be added in smaller quantities and more frequently, perhaps weekly and immediately following rain. Organics should be avoided in that their decomposition is dependent on temperature and other factors not controlled by the grower. Nutrients other than N-P-K (nitrogen-phosphorus, potash) should be supplied more frequently to avoid as much as possible the fluctuations or imbalances described above.

Yields of 8 to 10 pounds of good quality tomatoes per plant (approximately 1000 to 1200 bushels per acre) have been produced during several seasons in a commercial field operation by attempting to maintain an optimum nutrient concentration and balance. Vines were supported by trellises and fruit was harvested over a three- to four-month period.

In fact, the limiting factors were not considered as nutritional, but consisted of such limitations as soil-borne diseases, nematodes, and unfavorable weather.

An evaluation of the described procedure indicates a method designed for an approach to maximum yield of highest quality and suitable for a type of agriculture which is becoming increasingly intensive. A 300-bushel yield of tomatoes might require 120 pounds of nitrogen whereas a 1000-bushel yield would require three to four times as much. It follows that all nutrients would be proportionately increased.

Fertilizers (all nutrients considered) must be added so as to maintain to the best degree possible an adequate nutrient concentration and balance in the effective root zone during the entire season. If certain nutrients under existing conditions are difficult to maintain as desired, foliar application of sprays at critical times would be recommended.

In this hydroponic approach, soil effects are minimized; in fact, the soil can almost be considered as only a medium to hold the plants while the soil solution furnishes nutrients. The end results have been satisfactory, often spectacular. THE END.

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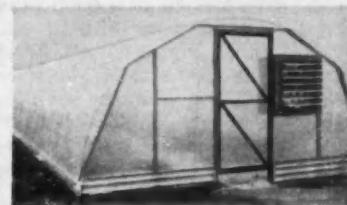
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Coffee and Doughnuts . . . Once a Month

A NOVEL and interesting idea has been developed for vegetable growers by assistant county agent John Causey, Palm Beach County, Florida.

It's a once-a-month morning coffee and doughnuts meeting for growers, supplymen, and research personnel from the state experiment station. As might well be imagined, some pretty interesting discussions result on such important topics as residues, aphids, new varieties, frost damage, etc.

Held on the first Wednesday of every month, the meetings alternate between Pahokee and Belle Glade. The meetings are for growers in the Glades area of this huge vegetable producing county. Causey is thinking of starting a similar series for the growers on the sand soils along the coast.

Palm Beach County is a leading

vegetable county in the United States. In 1944 it was the leading county in acreage of vegetables harvested for sale with 89,000 acres. In 1949 it was fifth and in 1954 fourth. M. U. Mounts is county agent and a leader in vegetable and fruit growing circles. In 1954 he was president of Florida State Horticultural Society.

In this jet age, things move quickly, and Causey is well pleased with the success of his meetings. He stresses informality with no prepared talks or speeches. Questions are encouraged and differences of opinion ironed out. It's a good way to keep research personnel, growers, and suppliers in step, to the advantage of all. This makes for a climate of enlightened knowledge, good for vegetable growers as well as vegetable growing in Palm Beach County.

The Other Side of the Coin

THE need for better public relations in agriculture was never more clearly presented to us than in a recent series of articles on migrant housing that appeared in a daily newspaper serving Ohio's highly industrial Cuyahoga County.

Camera in hand, a reporter from this big city daily paid a surprise visit to the migrant labor camp of a fruit grower in a neighboring county. He reported that workers there were housed in "shanties little larger than the outhouses lined up behind them." Eighteen other workers were housed in a "ramshackle barracks-like structure" with one shower (without drain), two sinks, and three outhouses. One communal outdoor water tap was available for workers living in the "shanties."

The articles called for an aroused citizenry to demand federal regulations governing migrant housing and federal minimum wage and hour laws to protect the "unorganized farm workers."

This is just one example of the Simon Legree image of growers presented in most of our big city newspapers. And failure to show the other side of the coin is doing irreparable damage to those growers who are providing their workers with adequate housing.

We realize there are some poor migrant camps but this is not true of

all camps. Have you ever seen an article in the metropolitan press praising some grower for the manner in which he houses his workers? It is unlikely that your answer would be "yes."

We do not condone those growers who make no effort to provide decent quarters and adequate sanitary conditions. But we do think the majority of growers aren't getting a "fair shake" from the press.

Most of the articles appearing on migrant labor fail to consider the fact that these housing facilities are used just a few weeks each year. They

were not intended to house people the year-round.

And oftentimes, the reporters fail to consider the character of the work force itself. Many workers employed seasonally in agriculture are nomadic in nature, drifting from job to job, and working only long enough to get a few dollars in their pockets before

QUOTE-OF-THE-MONTH

Heap high the farmer's wintry hoard!
Heap high the golden corn!
No richer gift has Autumn poured
From out her lavish horn!

—John Greenleaf Whittier

drifting again. Some of them are temperamental and highly emotional. Frequently, growers have charged that migrants are difficult to control and make no effort to take care of the facilities provided for them.

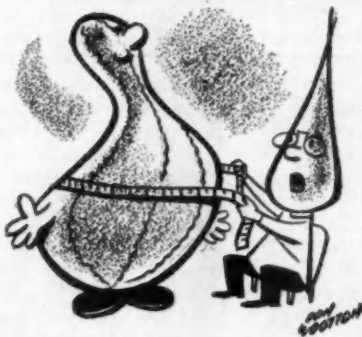
Despite the difficulties sometimes encountered in maintaining a labor camp, the grower *must* keep his best foot forward. The one sure way to fight the threat of federal regulations governing migrant housing is to remove the need for them.

A second way to forestall passage of such legislation is to give the public a true picture of how the majority of growers house their workers, rather than the handful of growers whose deplorable camps are the ones exploited in the big city press.

Agriculture must improve its public relations. But how can we combat the Simon Legree image being affixed in the public's mind by the metropolitan dailies?

One answer might be for every state vegetable association to sponsor a contest and to make annual awards to the growers in their state who have the best equipped, the neatest, and the best managed camps. Then take photographs of those camps and send them, with a story about the winners, to every city newspaper in the state. We are certain that editors, presented with concrete evidence that not all labor camps are unfit for human habitation, will be more than willing to show the other side of the coin.

VEGETABLE CONVENTION



"Twenty-nine inch expansion! The National Squash Growers' awards committee won't believe me."

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- Growing Tomatoes the Year-round in Texas
- A Look At the 1961 Trucks
- Program for VGAA's 52nd Annual Convention

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